

### Billing Address:

Strategic Media Services, Inc. Attention: Accounts Payable 3299 K St. NW Ste 200

Washington, DC 20007

## INVOICE

Advertiser	Heller, Dean for U.S. Senate
Product	HELLER FOR SENATE
Estimate Number	

	Invoice #	104404-1
	Invoice Date	09/30/12
	Invoice Month	September 2012
	Invoice Period	08/27/12 - 09/30/12

Station	KSNV	T~
Account Executive   Amy McCreary	Amy McCreary	T
Sales Office	Blair - Philadelphia	二
Sales Region	National	$\Box$

Order Flight	Deal#	Alt Order#	Order#	
09/26/12 - 10/02/12		06832080	104404	

illing Calendar	Broadcast	ē
illing Type	Cash	ž
pecial Handling		ᄀ

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Product Code	Advertiser Code	IDB#
	HE4S	

Advertiser Ref	Agency Ref	

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	KSNV	KSNV	KSNV	KSNV	KSNV	KSNV	KSNV		KSNV	KSNV	KSNV	KSNV	KSNV	KSNV	KSNV		KSNV	KSNV	KSNV	KSNV	KSNV	KSNV	KSNV		KSNV	
	M-F Today Show II								Today Show								M-F 6-7a WakeUp w/Wagners								M-F 5-6a WakeUp w/Wagners	Channel Description
	9-10a								658a-9am								s 6-7a								5 5-6a	Time
09/24/1		TI	TI	궄	긁	٤	٧	09/24/1		т	71	큐	긁	۶	۶	09/24/1		П	т	굮	Ŧ	۶	٧	09/24/1		Day
09/24/12 to 09/30/12	₽	09/28/12	09/28/12	09/27/12	09/27/12	09/26/12	09/26/12	09/24/12 to 09/30/12	5	09/28/12	09/28/12	09/27/12	09/27/12	09/26/12	09/26/12	09/24/12 to 09/30/12	ő	09/28/12	09/28/12	09/27/12	09/27/12	09/26/12	09/26/12	09/24/12 to 09/30/12	ಠ	Date
2x		:30	:30	30	:30	:30	:30	δx		:30	:30	:30	:30	:30	30	δx		:30	:30	:30	:30	:: :3	:30	6x		Length
W-F		8:35 AM	8:27 AM	8:57 AM	8:30 AM	8:59 AM	7:27 AM	WTF		6:43 AM	6:19 AM	6:52 AM	6:31 AM	6:23 AM	6:16 AM	WTF		5:59 AM	5:54 AM	5:59 AM	5:40 AM	5:47 AM	5:40 AM	₩TF		Length Aired Days
		DH09201212H Diversion	рн09221213н where?	DH09201212H Diversion	рн09221213н where?	DH09221213H Where?	DH09201212H Diversion			DH09201212H Diversion	DH09221213H Where?	DH09201212H Diversion	DH09221213H Where?	рн09221213н where?	DH09201212H Diversion			DH09201212H Diversion	рн09221213н where?	DH09201212H Diversion	рн09221213н where?	DH09221213H Where?	рн09201212н Diversion	:		Ad-ID R
		\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00			\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00			\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00			Rate Reconciliation
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Product	HELLER FOR SENATE
Estimate Number	

Invoice Period	Invoice Month	Invoice Date
08/27/12 - 09/30/12	September 2012	09/30/12

Invoice #

104404-1

Station	KSNV
Account Executive Amy McCreary	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order Flight	Deal #	Alt Order#	Order#	
09/26/12 - 10/02/12		06832080	104404	

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Advertiser Code HE4S Product Code

Advertiser Ref	Agency Ref	

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		KSNV	VSNV	VNS		VSNV	VSNV	VNS		KSNV	KSNV	KSNV		KSNV	KSNV	KSNV		KSNV		VNS	XSNV	ANS.	KSNV	Channel	
		The Agenda 1230pm				Noon News				Noon News				Rachael Ray				Rachael Ray					M-F Today Show II	Description	
		1230-1p				12-1230pm				12-1230pm				11am-12pm				11am-12pm					9-10a	Time	
٧	09/24/1		П	F	09/24/1		굮	W	09/24/1		Th	Τh	09/24/1		П	٧	09/24/1		NOT A	IJГ	۶	٤		Day	
09/26/12	09/24/12 to 09/30/12	ð	09/28/12	09/28/12	09/24/12 to 09/30/12	ਨੋਂ	09/27/12	09/26/12	09/24/12 to 09/30/12	<b>ਰ</b>	09/27/12	09/27/12	09/24/12 to 09/30/12	ਰ	09/28/12	09/26/12	09/24/12 to 09/30/12	ਨਿੱ	NOT AVAILABLE RATE	09/28/12	09/26/12	09/26/12	ਰ	Date	
:30	3x		:30	:30	22		:30	:30	2x		:30	:30	2x		:30	:30	2x		Ħ	.00	30	3		Length	
12:39 PM	WTF		12:21 PM	12:11 PM			12:26 PM	12:29 PM	WT		11:55 AM	11:36 AM	T		11:19 AM	11:21 AM	₩- <b>F</b>				9:56 AM	9:52 AM		Length Aired Days	
DH09201212H Diversion			DH09221213H Where?	DH09201212H Diversion			DH09221213H where?	рн09221213н where?			DH09201212H Diversion	DH09221213H Where?			DH09221213H where?	DH09201212H Diversion					рн09221213н where?	DH09201212H Diversion		Ad-ID	
\$200.00			\$275.00	\$275.00			\$275.00	\$275.00			\$200.00	\$200.00			\$200.00	\$200.00				\$350.00 See MG 8.3	\$350.00 MG for 8.2 09/28	\$350.00		Rate Reconciliation	
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Station does not discriminate in the sale of advertising time, and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airlime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin, or ancestry.



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Product	HELLER FOR SENATE
Estimate Number	

Invoice Period	Invoice Month	Invoice Date	Invoice #
08/27/12 - 09/30/12	September 2012	09/30/12	104404-1

Station	KSNV
Account Executive Amy McCreary	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order#	104404
 Alt Order#	06832080
 Deal#	
 Order Flight	09/26/12 - 10/02/12

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Product Code	Advertiser Code	IDB#
	HE4S	

Advertiser Ref	Agency Ref	

		30					29					26					25				2	20	Line
KSNV KSNV		VSNV	KSNV	KSNV	KSNV		KSNV	KSNV	KSNV	KSNV		KSNV	KSNV	KSNV	XSNV		KSNV	KSNV	VSNV		VSNV	KSNV	Channel
		4PM NEWS (1 hour)					4PM NEWS (1 hour)					Dr Phil					The Doctors				Days of our Lives	The Agenda 1230pm	el Description
		4-5pm					4-5pm					3-4p					2pm-3pm				1258p-2pm	1230-1p	Time
₽∄₹	09/24/		П	Ť	W	09/24/		т	굿	٧	09/24/		TI	∄	٧	09/24/		긁	٧	09/24/			Day
09/26/12 09/27/12 09/28/12	09/24/12 to 09/30/12	ਰ	09/28/12	09/27/12	09/26/12	09/24/12 to 09/30/12	ಕ	09/28/12	09/27/12	09/26/12	09/24/12 to 09/30/12	Ö	09/28/12	09/27/12	09/26/12	09/24/12 to 09/30/12	ō	09/27/12	09/26/12	09/24/12 to 09/30/12	ਰ	₽	Date
55 55 55 60 60	з×		:30	:30	:30	3×		:3 0	:30 0	30	3x		:30	:: 8	:30	3x		:30	:30	2x			Length
4:49 PM 4:42 PM 4:44 PM	WTF		4:27 PM	4:15 PM	4:26 PM	WTF		3:57 PM	3:31 PM	3:15 PM	₩TF		2:59 PM	2:54 PM	2:22 PM	#TF		12:59 PM	12:59 PM	~-WTF			Aired Days
DH09221213H where? DH09201212H Diversion DH09201212H Diversion	: .		рн09221213н where?	рн09221213н where?	DH09201212H Diversion			DH09201212H Diversion	DH09201212H Diversion	рн09221213н where?			DH09221213H Where?	DH09221213H Where?	DH09201212H Diversion			рн09221213н where?	DH09221213H Where?				Adio
\$450.00 \$450.00 \$450.00			\$350.00	\$350.00	\$350.00			\$300.00	\$300.00	\$300.00			\$175.00	\$175.00	\$175.00			\$275.00	\$275.00				Rate
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Estimate Number	

Invoice #	104404-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

ð	National	Sales Region
B	Blair - Philadelphia	Sales Office
₽	Amy McCreary	Account Executive   Amy McCreary
ဝ္	KSNV	Station

Order Flight	Deal#	Alt Order#	Order#
09/26/12 - 10/02/12		06832080	104404

Billing Calendar	Broadcast	IDB #
Billing Type	Cash	Adve
Special Handling		Prod

IDB#	
Advertiser Code	HE4S
Product Code	

Advertiser Ref	Agency Ref	

;				4					38				37				34								డ్డ	Line
	KSNV	KSNV		KSNV	KSNV	KSNV	KSNV		VSNV	KSNV	KSNV		KSNV	KSNV	KSNV		KSNV	KSNV	KSNV	KSNV	KSNV	KSNV	KSNV		VSNV	
				M-F News 3 at Eleven					Face to Face w/ J.Ralston				M-F Wheel of Fortune				M-F Jeopardy								M-F Early News	Channell Description
				11pm-1135pm					730-758pm				7-730pm				630-7pm								5-630p	Time
	井	Ţ	09/24/1		TI	큐	×	09/24/1		т	٧	09/24/1		TI	∄	09/24/1		711	П	≓	Ŧ	≶	۶	09/24/1		Day
•	09/27/12	09/27/12	09/24/12 to 09/30/12	ťo	09/28/12	09/27/12	09/26/12	09/24/12 to 09/30/12	ō	09/28/12	09/26/12	09/24/12 to 09/30/12	ਰ	09/28/12	09/27/12	09/24/12 to 09/30/12	Ö	09/28/12	09/28/12	09/27/12	09/27/12	09/26/12	09/26/12	09/24/12 to 09/30/12	ਰ	Date
	:30	:30	2x		:3 3	:30	:30	3×		:30	:30	2x		:30	:30	2x		:30	:30	:30	:30	:30	:30	6x		Length
	11:32 PM	11:22 PM	T		7:36 PM	7:54 PM	7:47 PM	WTF		7:14 PM	7:29 PM	WTF		6:43 PM	6:44 PM	WTF		6:24 PM	6:14 PM	6:24 PM	5:13 PM	6:30 PM	6:24 PM	WTF		Length  Aired Days
	DH09201212H Diversion	DH09221213н where?			DH09221213H Where?	DH09201212H Diversion	DH09221213H Where?			рн09201212н Diversion	DH09201212н Diversion			рн09221213н where?	рн09221213н where?			DH09201212H Diversion	DH09221213H Where?	DH09201212H Diversion	DH09221213H Where?	рн09221213н where?	DH09201212H Diversion			Ad-ID
	\$750.00	\$750.00			\$400.00	\$400.00	\$400.00			\$725.00	\$725.00			\$725.00	\$725.00			\$725.00	\$725.00	\$725.00	\$725.00	\$725.00	\$725.00			Rate
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1		Invoice Date	09/30/12
		Invoice Month	September 2012
		Invoice Period	08/27/12 - 09/30/12

National	Sales Region
Blair - Philadelphia	Sales Office
Amy McCreary	Account Executive   Amy McCreary
KSNV	Station

Order Flight	Deal #	Alt Order#	Order#
09/26/12 - 10/02/12		06832080	104404

Billing Calendar	Broadcast	: lal
Billing Type	Cash	Αc
Special Handling		קַ

Product Code	Advertiser Code	IDB#
	HE4S	

Advertiser Ref	Agency Ref	
Ref	of :	

53			52				51			49			47			46			<del>5</del>						Line
KSNV	KSNV		KSNV	VSNV	VSNV		KSNV	KSNV		KSNV	<b>VSNV</b>		KSNV	VSNV		KSNV	VSNV		KSNV	KSNV	KSNV	KSNV		KSNV	Channe
Saturday Night Live			WKND Jeop/Wheel				Sa-Su Early News			ROS			Sa-Su News 3 at Eleven			Friday Prime 10-11pm			Wednesday Prime 9-11pm					Tonight Show	Channel Description
1130pm-1:02am			630-730pm				5pm-630pm			5a-459a			11pm-1135pm			10-11pm			9-11pm						Time
	Sa	09/24/1		Sa	Sa	09/24/1		Sa	09/24/1		Su	09/24/1		F	09/24/1		٧	09/24/1		ш	Ţ	٧	09/24/1		Day
ť	09/29/12	09/24/12 to 09/30/12	6	09/29/12	09/29/12	09/24/12 to 09/30/12	ರ	09/29/12	09/24/12 to 09/30/12	ಕ	09/30/12	09/24/12 to 09/30/12	ਰ	09/28/12	09/24/12 to 09/30/12	Ö	09/26/12	09/24/12 to 09/30/12	₽	09/28/12	09/27/12	09/26/12	09/24/12 to 09/30/12		Date
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	7:07 PM	S-		6:22 PM	5:26 PM	S-		5:53 AM	S-		11:26 PM	SS		10:29 PM	F		9:19 PM	W		12:10 AM	12:32 AM	12:10 AM	WTF		Length Aired Days
	DH09201212H Diversion			DH09221213H where?	рн09201212н piversion			DH09221213H Where?			DH09201212H Diversion			DH09201212H Diversion			DH09201212н Diversion			рн09221213н where?	DH09221213H where?	DH09221213H Where?			Ad-ID
	\$350.00			\$350.00	\$350.00			\$325.00			\$750.00			\$2,100.00			\$2,100.00			\$250.00	\$250.00	\$250.00			Rate
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Sales Office	Blair - Philadeiphia
Sales Region	National

Order Flight	Deal #	Alt Order#	Order#
09/26/12 - 10/02/12		06832080	104404

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Billing Type Cash
Special Handling

Product Code	Advertiser Code	IDB#
	HE4S	

Advertiser Ref	Agency Ref	

	63			62			61			60			59			56			54			53	9
KSNV	KSNV	KSNV		KSNV	VSNV		KSNV	KSNV		KSNV	KSNV		KSNV	KSNV		KSNV	KSNV		VSNV	KSNV		KSNV	
	Late Night w/Fallon			Sports Night in Las Vegas			NFL End of Game Break			NFL Football			NFL Pre-Game			Meet the Press			News 3 Sunrise SUNDAY			Saturday Night Live	
	1237a-136am			Sun 1135p-1200a			1p-9p			1P-9PM			1p-530pm			8a-9am			6a-7a			1130pm-1:02am	
W 24/2	00/34/1	Su	09/24/1		ဥ	09/24/1		Su	09/24/1		Su	09/24/1		Su	09/24/1		Su	09/24/1		Sa	09/24/1		
W 09/26/12	to 2 to 00/30/12	09/30/12	09/24/12 to 09/30/12	៩	09/30/12	09/24/12 to 09/30/12	ಕ	09/30/12	09/24/12 to 09/30/12	ő	09/30/12	09/24/12 to 09/30/12	ថ	09/30/12	09/24/12 to 09/30/12	ਰ	09/30/12	09/24/12 to 09/30/12	ō	09/29/12	09/24/12 to 09/30/12	ö	-
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1:27 AM	1 1 1 1	11:57 PM	S		8:40 PM	S		7:14 PM	S		5:20 PM	S		8:59 AM	S		6:55 AM	S		12:42 AM	S-		10.01. 1
DH09201212H Diversion		DH09221213H Where?			DH09201212H Diversion			DH09221213H Where?			DH09201212H Diversion			DH09221213H Where?			DH09201212H Diversion			рн09221213н where?			
\$100.00		\$200.00			\$6,500.00			\$8,000.00			\$1,600.00			\$1,900.00			\$185.00			\$750.00			
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The actual broadcast information shown on this invoice was taken from the Official program log.

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider and until payment in full is received by Media Provider. Payment by Applicant to Third Parties to Applicant shall not constitute payment in Media Provider. Applicant that should Applicant place advertising agency (or other Third Parties) that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant or somewhedges its joint and several liability for the payment of such advertising under the tarms set forth herein above. If Applicant agency requesting advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station does not discriminate in the sale of advertising time, and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin, or ancestry.



### Billing Address:

Strategic Media Services, Inc. Attention: Accounts Payable

3299 K St. NW Ste 200

Washington, DC 20007

## INVOICE

Advertiser Helle	Heller, Dean for U.S. Senate
Product   HELI	HELLER FOR SENATE
Estimate Number	

Invoice #	104404-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	KSNV
Account Executive   Amy McCreary	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order Flight	Deal#	Alt Order#	Order#	
09/26/12 - 10/02/12		06832080	104404	

To		Special Handling
⊳	Cash	Billing Type
ΙΞ	Broadcast	Billing Calendar
l		

Product Code	Advertiser Code	IDB#
	HE4S	

Advertiser Ref	Agency Ref	

			65			64			63	Line	
	KSNV		KSNV	VSNV		KSNV	<b>VNSX</b>	KSNV	VSNV	Channel	
>			The Doctors			Law & Order (synd) PRIME			Late Night w/Fallon	Channel Description	
Air of Or oth			2pm-3pm			M-SA 8-11p / SUN 7-			1237a-136am	Time	
3	Th	09/24/1		Su	09/24/1	7-	TI	궄		Day	
	09/27/12 :30	09/24/12 to 09/30/12	õ	Su 09/30/12 :30	09/24/12 to 09/30/12	ਰੰ	09/28/12	09/27/12	ਰ	Date	
	:30	1×		:30	1×		3	:30		Length	
	2:15 PM D	WTF		10:39 PM	S		1:25 AM	12:54 AM		i Aired Days	
	DH09201212H Diversion			DH09221213H Where?			DH09201212H Diversion	DH09201212H Diversion		Ad-ID	
	\$175.00			\$800.00			\$100.00	\$100.00		Reconciliation	
	_						ယ	2		Ref#	

Aired Spots

82

 Gross Total
 \$52,120.00

 Agency Commission
 \$7,818.00

 Net Amount Due
 \$44,302.00
 Payment Terms 30 Days

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